daha

does anyone have a

explore your community’s closet

Team 1 – Eli • Drew • Peter • Olivia

daha

does anyone have a



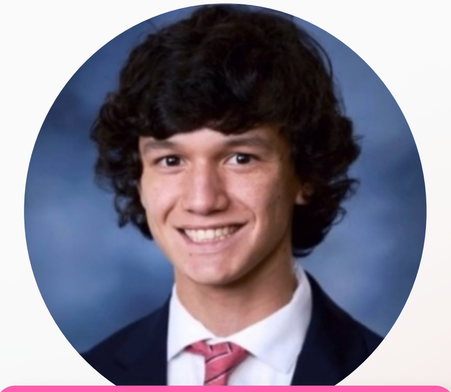
Peter Ling

Developer



Eli Waldman

Designer



Drew Silva

Developer



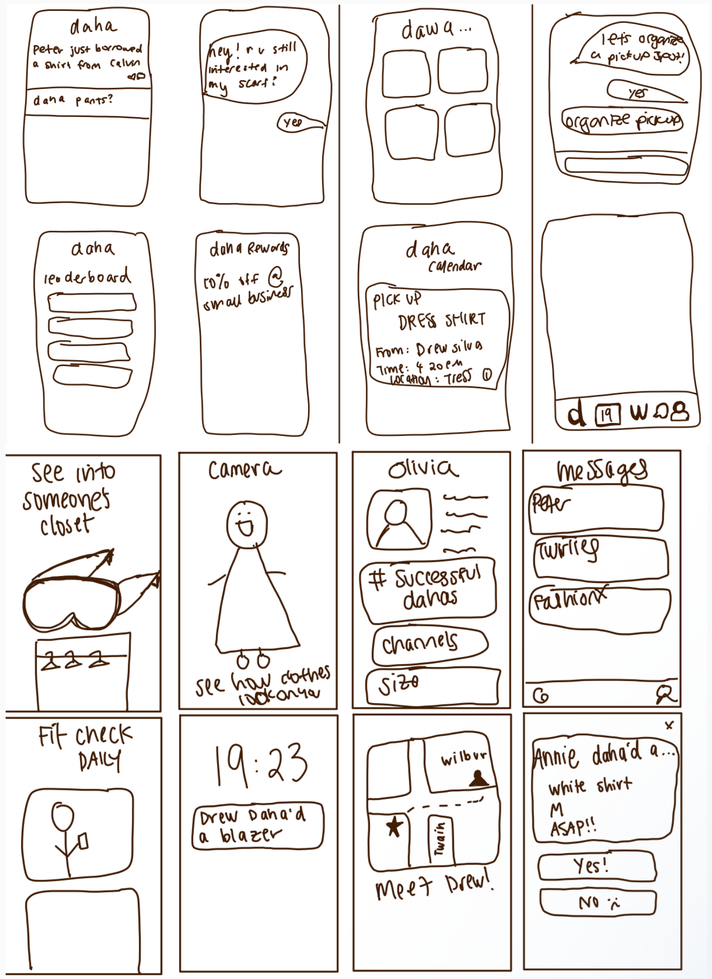
Olivia Wang

Designer

5 Realizations

1. Mobile app
    a. Allows you to send Daha requests to your community
2. Augmented Reality
    a. See how the clothes look on you
3. Robot
    a. Runs DAHA requests for you
4. Wearable
    a. Detects sustainable/cheap/free clothes around you
5. Game
    a. Find outfit of the day (Mario: all red, etc)

Concept Sketches





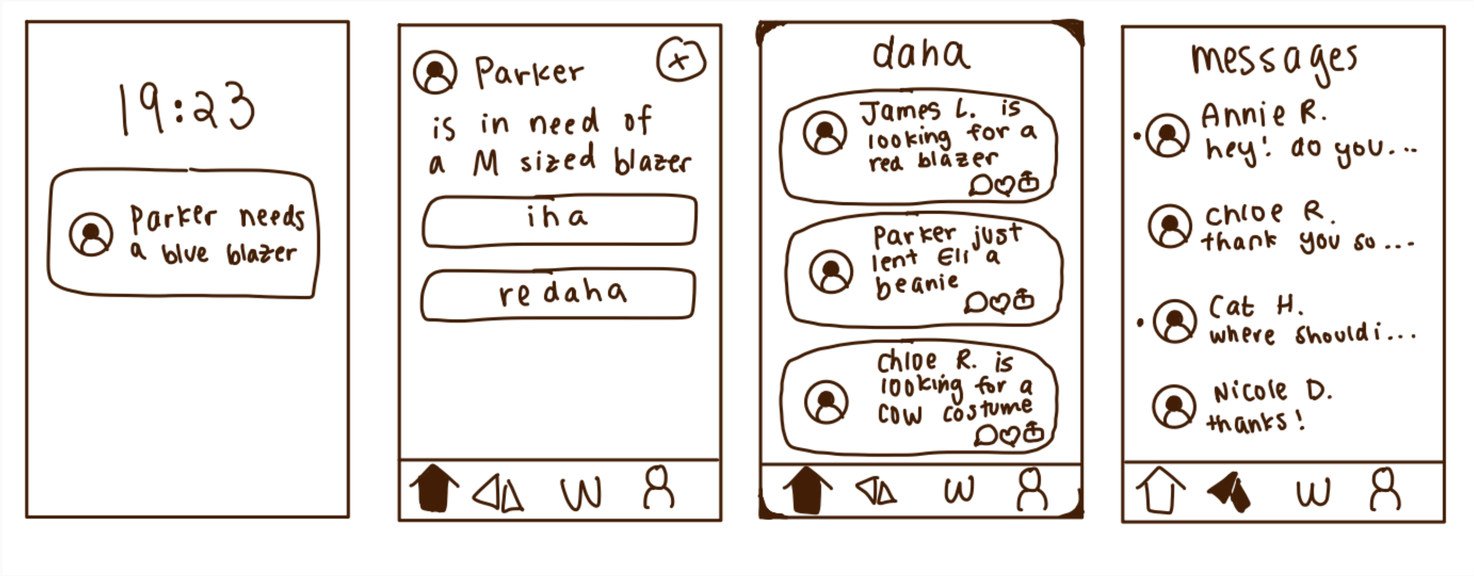


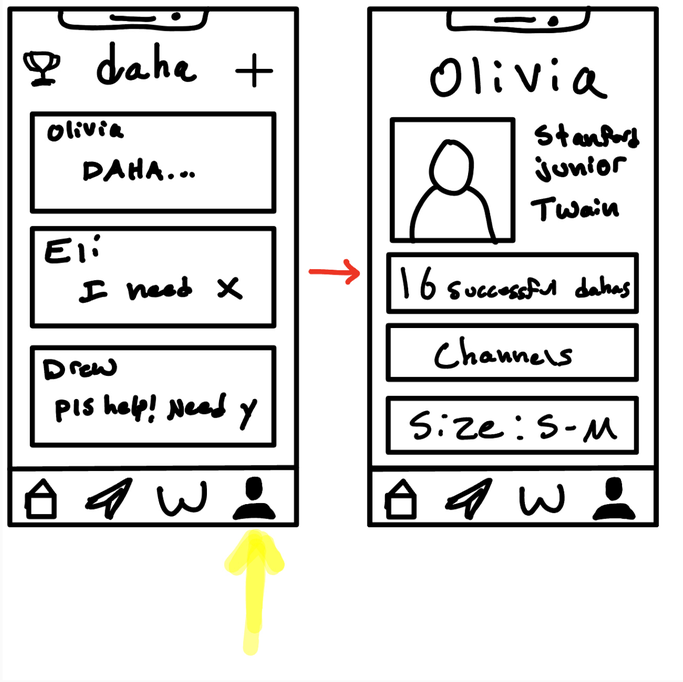
Our Top 2 Realizations

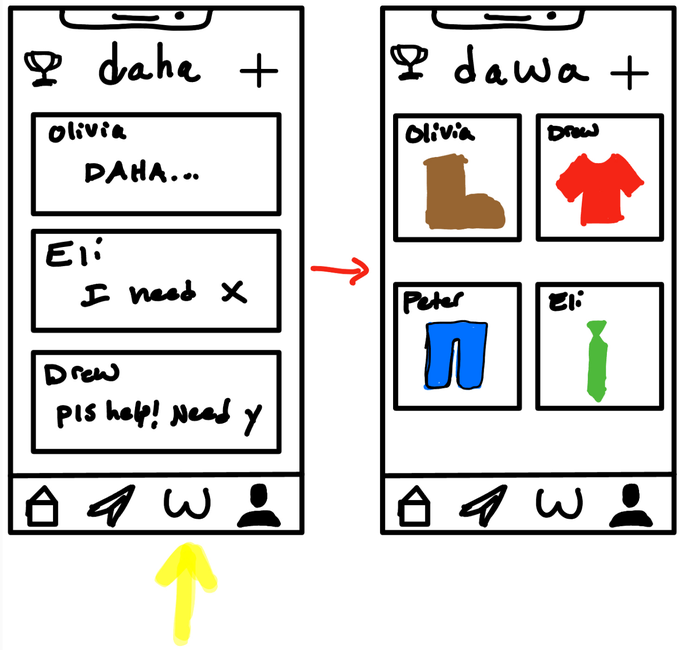
Mobile App

Augmented Reality

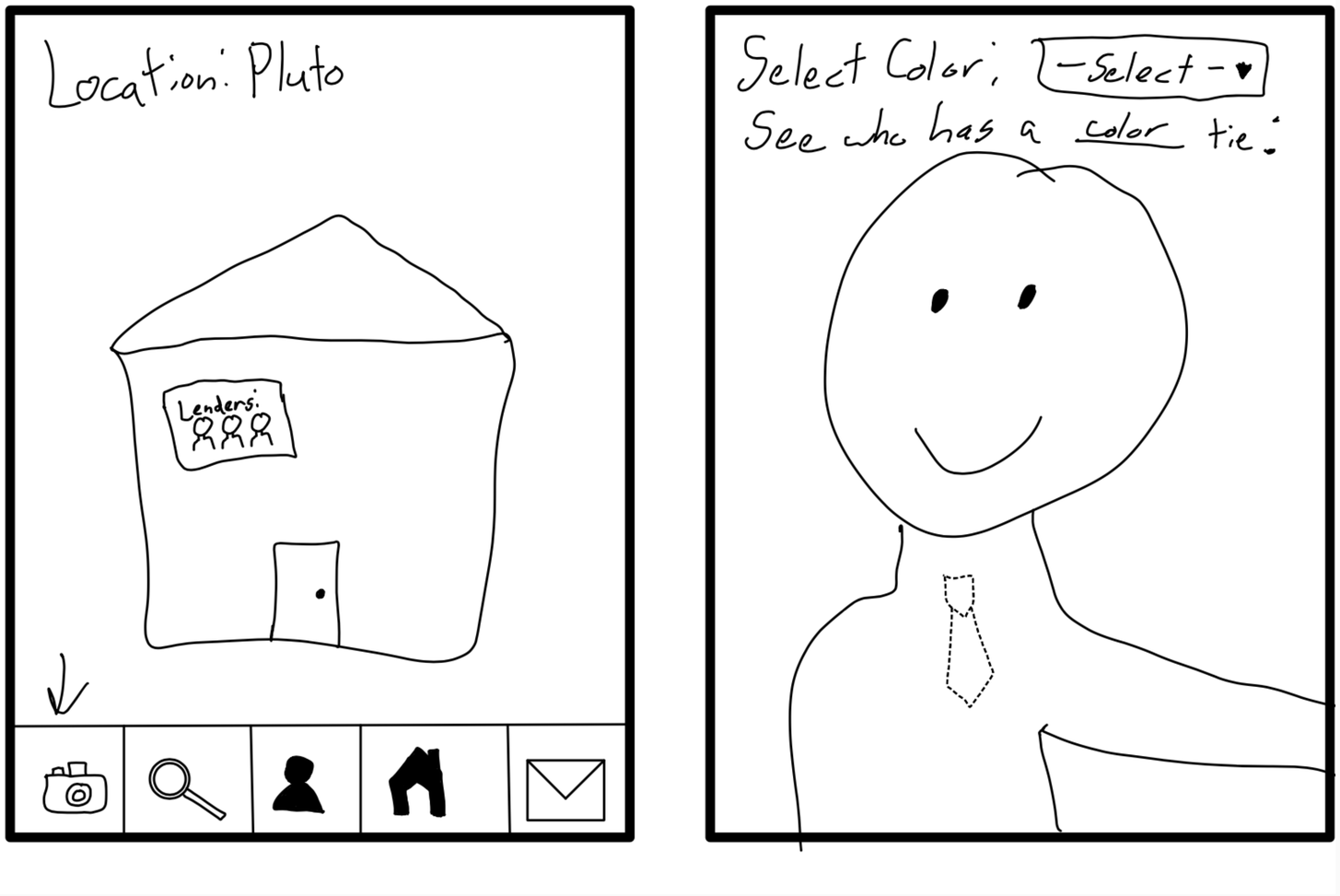
Mobile App


19:23
Parker needs a blue blazer
Parker
is in need of a M sized blazer
iha
re daha
daha
James L. is looking for a red blazer
Parker just lent Eli a beanie
Chloe R. is looking for a COW costume
messages
Annie R.
hey! do you...
Chloe R.
thank you so...
Cat H.
where should i...
Nicole D.
thanks!


daha +
Olivia
DAHA...
Eli
I need X
Drew
PIS help! Need y
Olivia
Stanford junior
Twain
16 successful dahas
Channels
Size: S-M


daha +
Olivia
DAHA...
Eli
I need X
Drew
PIS help! Need y
dawa +
Olivia
Drew
Peter
Eli

Augmented Reality





Pros & Cons: Mobile App

Pros

- accessible
- community based
- get message out immediately/efficiently

Cons

- Convince people to download?
- Another social media?
- Need wifi/service

Pros & Cons: Augmented Reality

Pros

- Try on clothes before borrowing
- Try on without leaving room
- Time efficient

Cons

- Hard to code
- Realistic renderings?
- Logistically hard to create

Selected Interface & Rationale

Findings - why an app?

- enables **wider reach**
- ensures **larger community**
- easy **connectivity**

Data

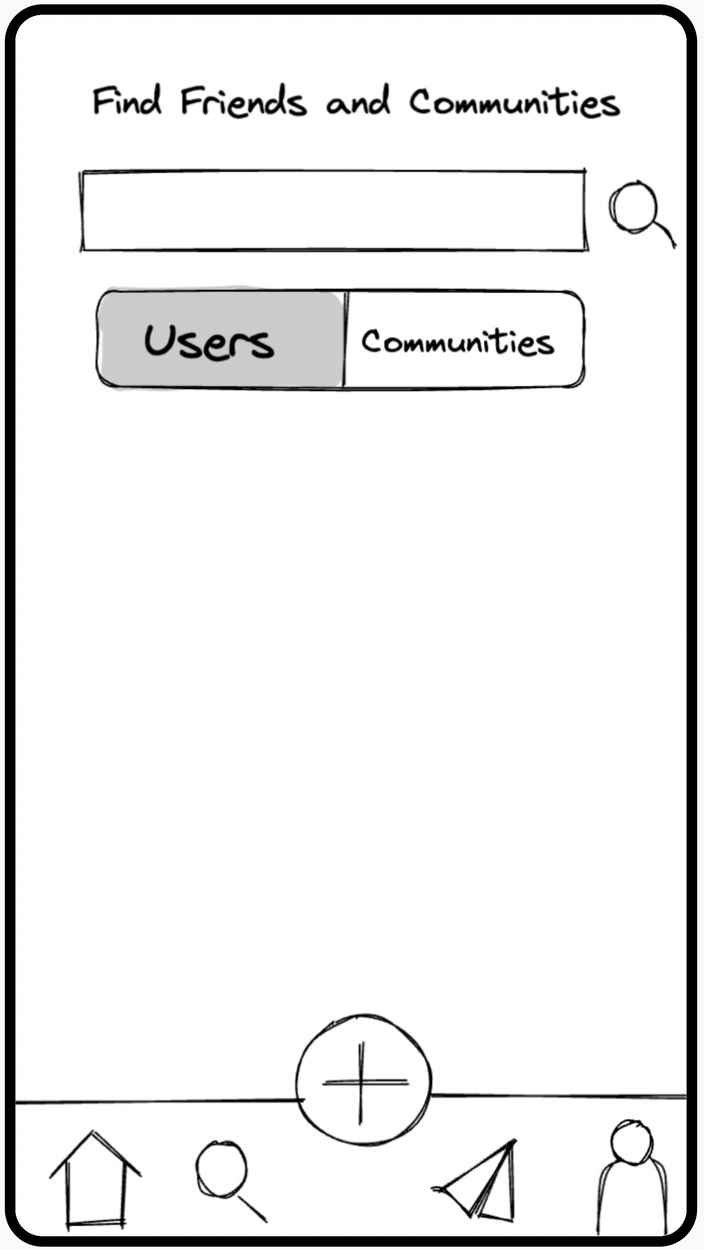
- Only “**1% of retailers** use AR”.
- More than 50% of retailers are “**not prepared**” to launch, support, or produce AR.
- Only “**26% of smartphones** are ARkit or ARcore compatible”.

https://www.threekit.com/20-augmented-reality-statistics-you-should-know-in-2020

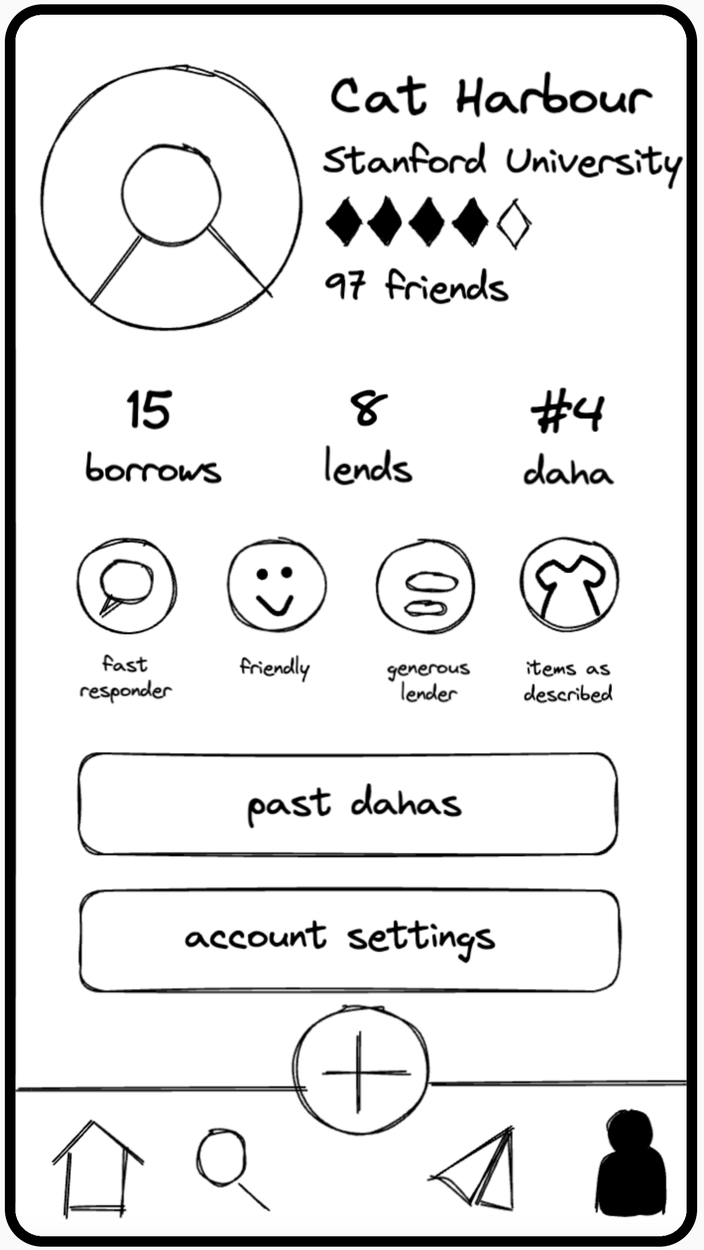
Lo Fi Prototype Construction

four tabs


daha
James L. is looking for a red blazer
Parker just lent Eli a red beanie
Chloe R. is looking for a cow costume


Find Friends and Communities
Users
Communities


Direct Messages
Peter Ling
5:30 pm
Hey do you still have that red tie?
Drew Silva
4:00 pm
See you there!
Olivia Wang
Yesterday
Thanks for letting me borrow that dress!

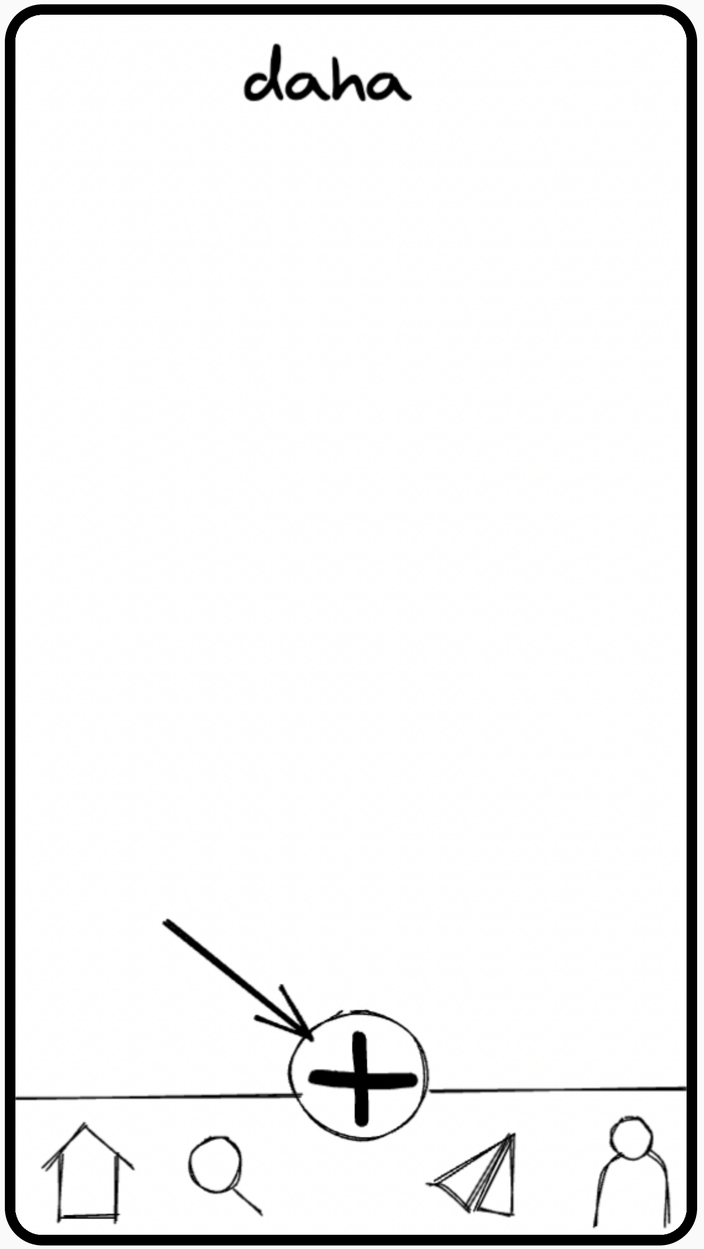

Cat Harbour
Stanford University
97 friends
15
borrows
8
lends
#4
daha
fast responder
friendly
generous lender
items as described
past dahas
account settings

create a daha post

simple task flow


daha
James L. is looking for a red blazer
Parker just lent Eli a red beanie
Chloe R. is looking for a cow costume

pushes to the “post” screen



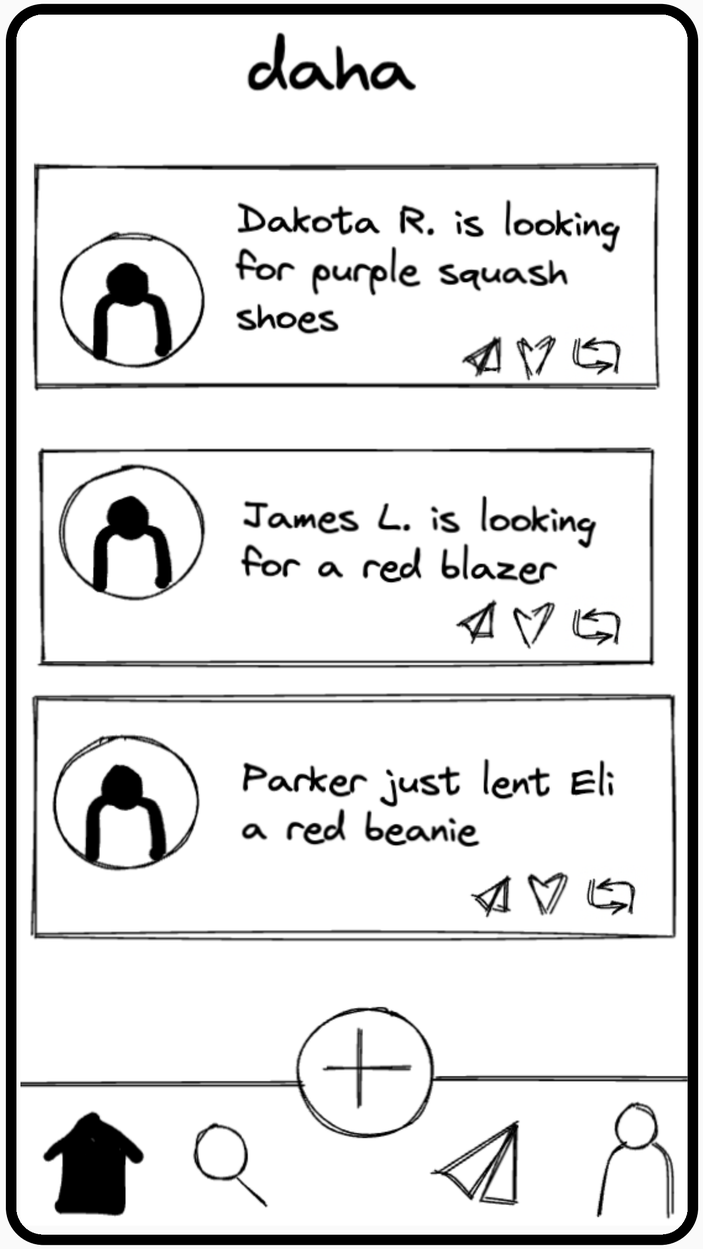
type your needed item, size, and other specs



click the ‘post’ button to push the post to your community’s main screen



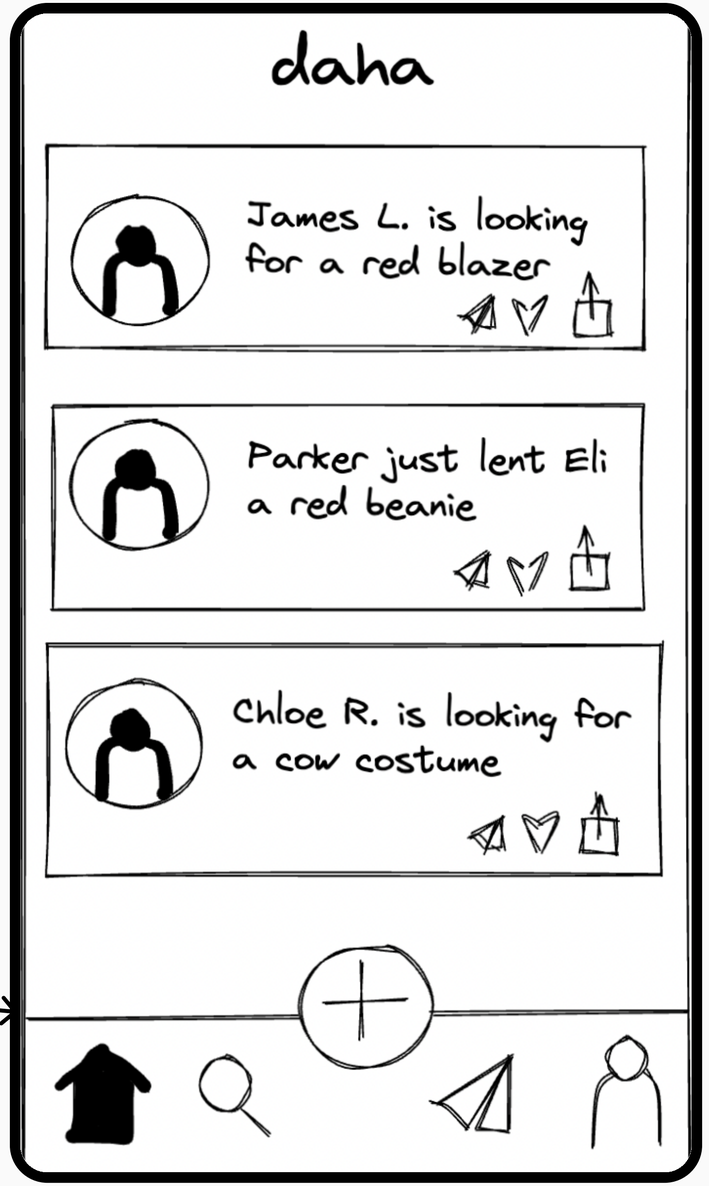
type your needed item, size, and other specs



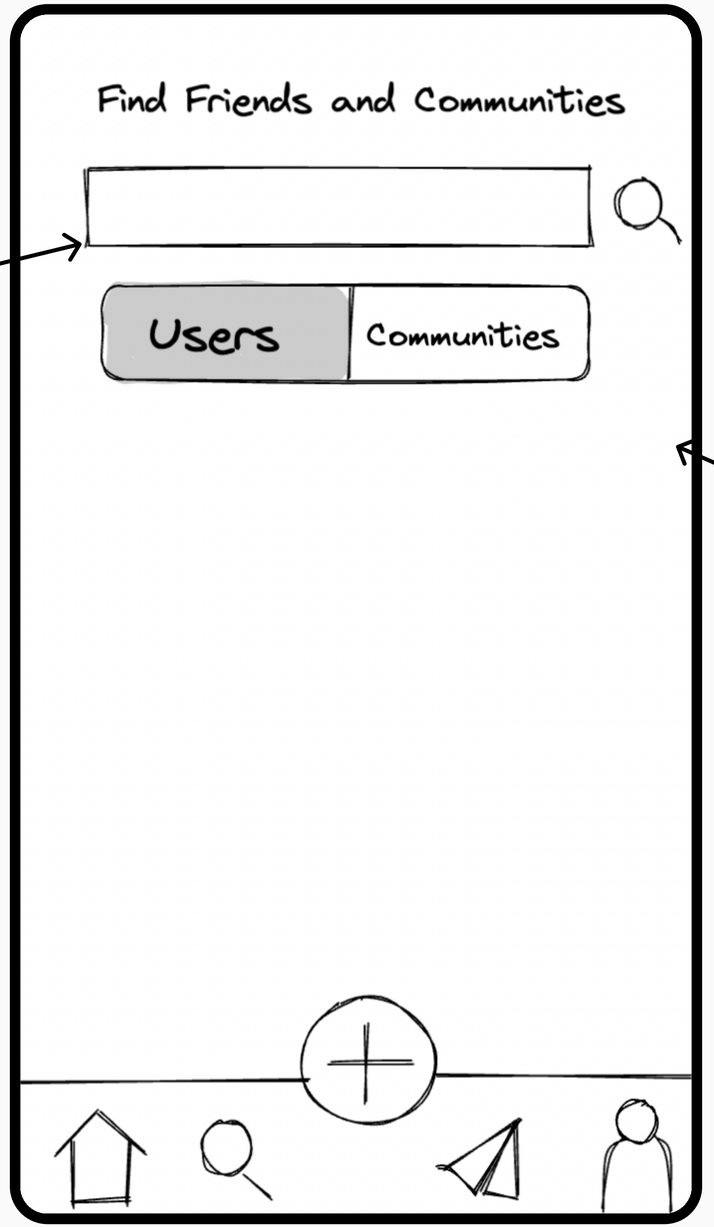
join a community

moderate task flow

Navigate to the search tab



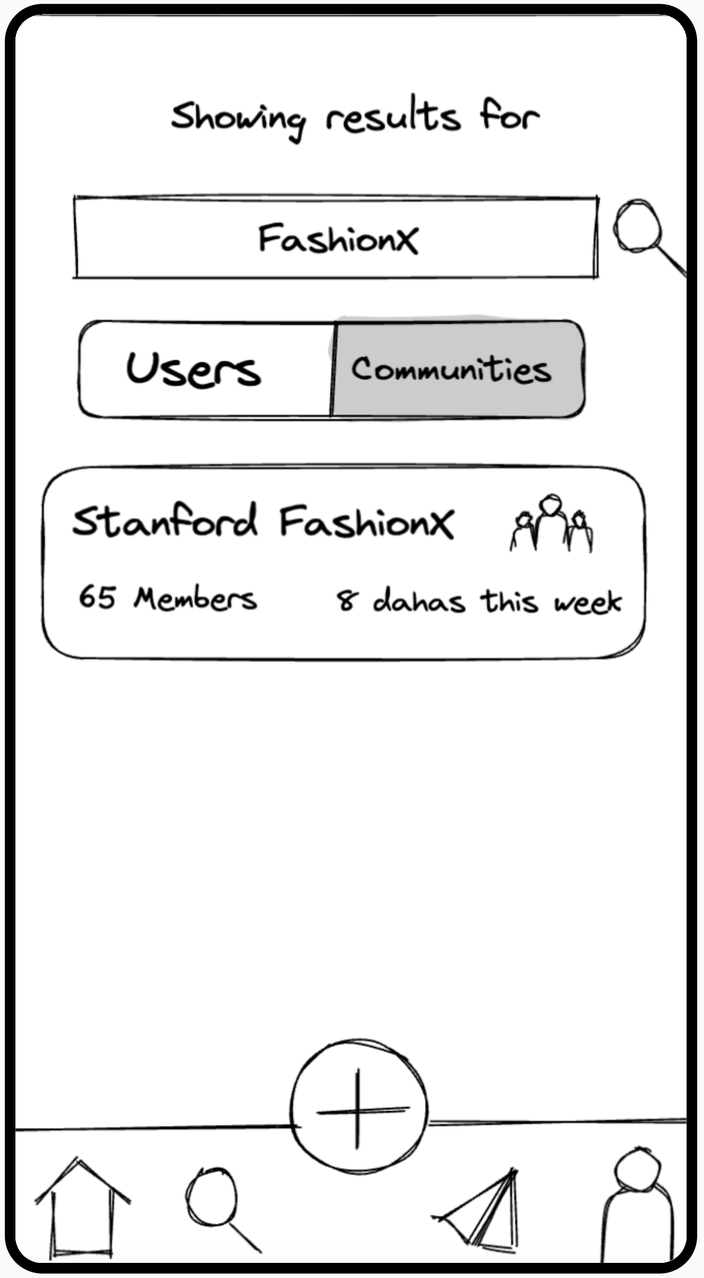
Search!

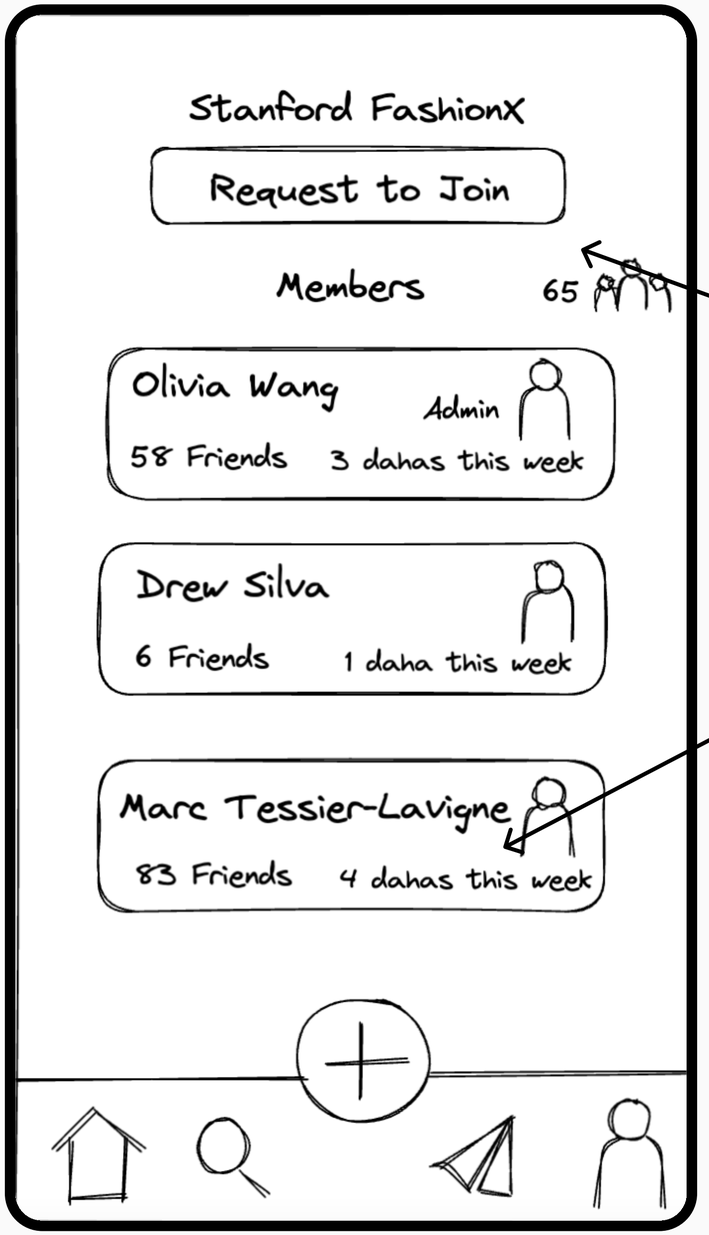


Type in the desired community that you'd like to search for

Toggle to the communities tab to search for groups rather than individuals

Click the resulting group to learn more!





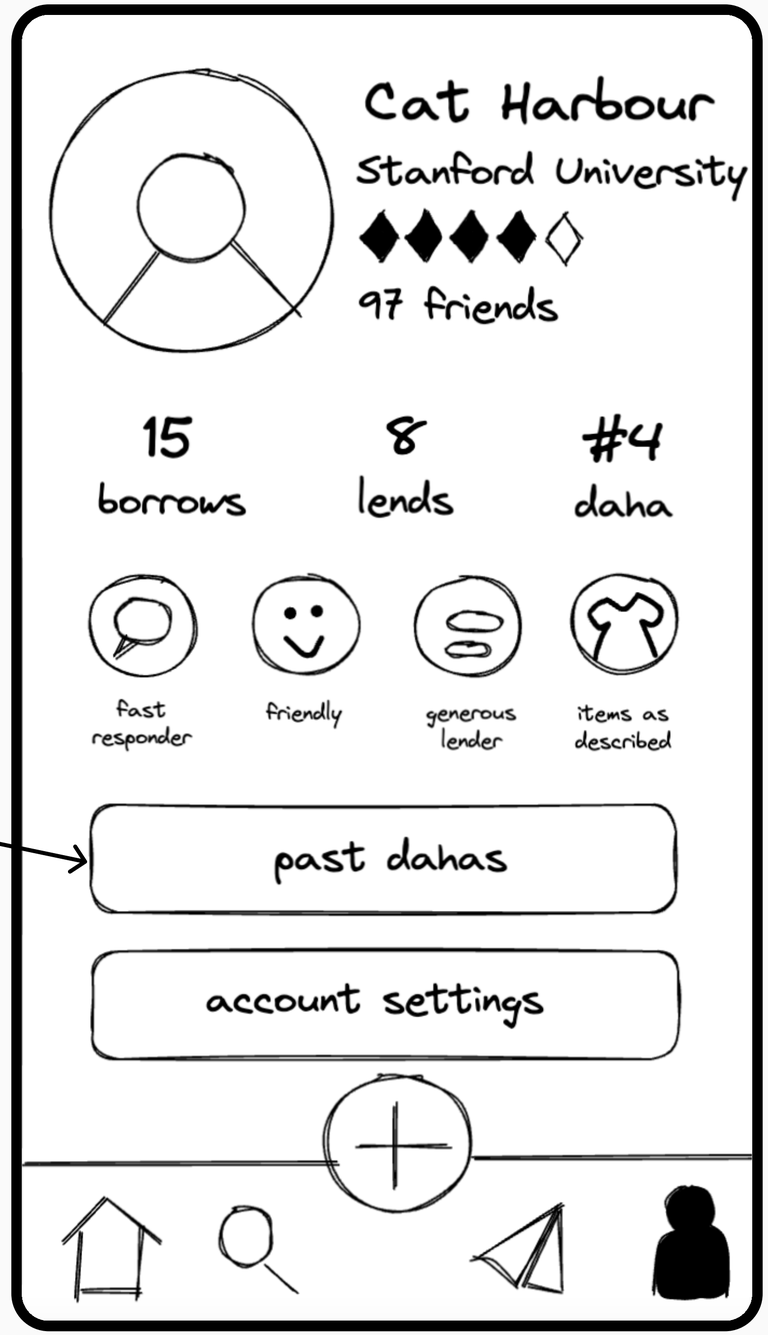
Ask to join the group!

Learn more about a user in the group

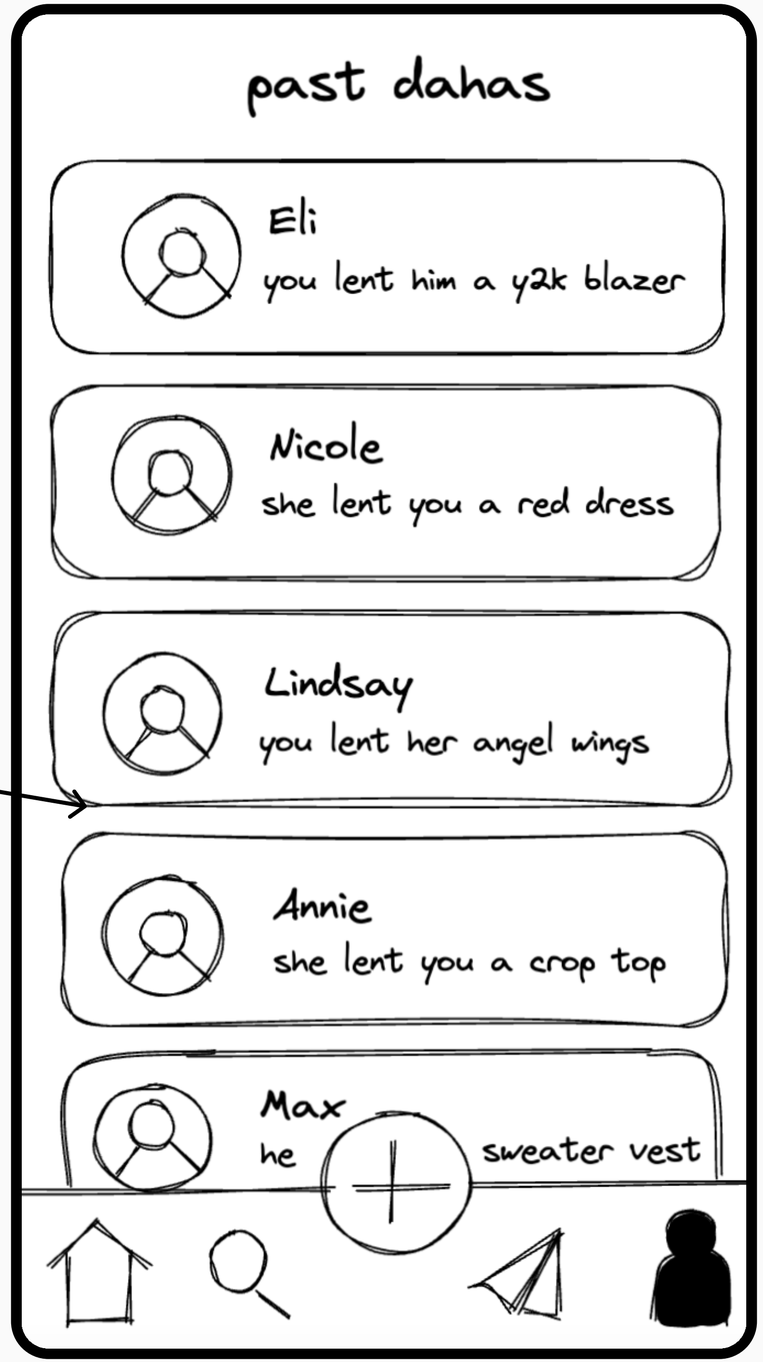
write a review

complex task flow

Click to see past daha exchanges

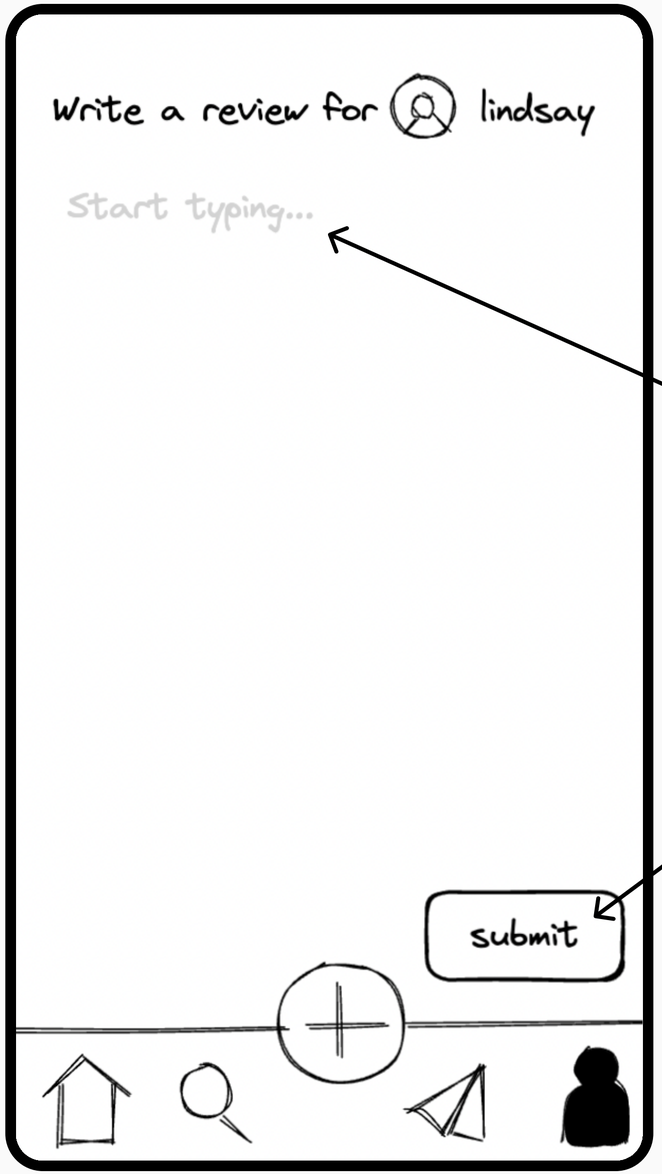


Click a transaction
to learn more



Click to write
a review about
this daha





Write up a review
and hit submit!


past daha transaction
thank you for reviewing
lindsay
4
2
12
status complete
request october 18th 2022
pickup october 18th 2022
dropoff october 19th 2022
Write Review

Usability Goals

Robust daha is supposed to make borrowing less stressful. We don’t want to frustrate our users

Efficient quickly and easily navigate from home screen to end of each task flow

Key Measurements

- 🔑 number of errors
- 🔑 critical incident severity rating
- 🔑 speed



Benjamin

junior
student at stanford
orignially from los angeles

Simple: 1

Moderate: 0

Complex: 3

Greeter: Olivia Facilitator: Drew Computer: Peter Notetaker: Eli

Benjamin’s Insights



- easily understood all widgets
- “time is never listed anywhere”
- “DMs need to be in the corner!”
- “notifs in the bottom tab bar”
- “leaderboard would be great”



Ava

sophomore
student in the bay area
orignially from los angeles

Simple: 0

Moderate: 1

Complex: 3

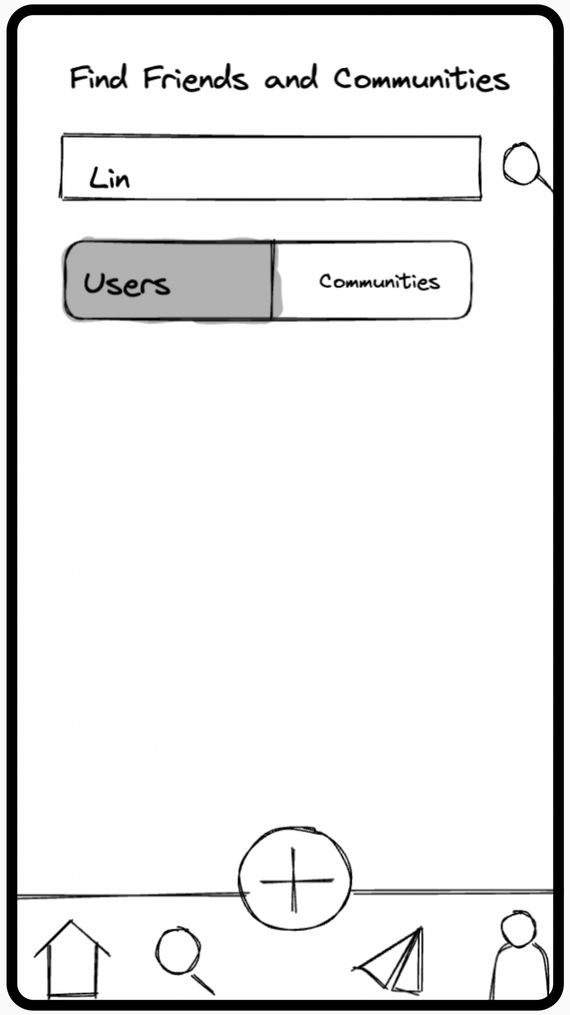
Greeter: Drew Facilitator: Olivia Computer: Peter Notetaker: Eli

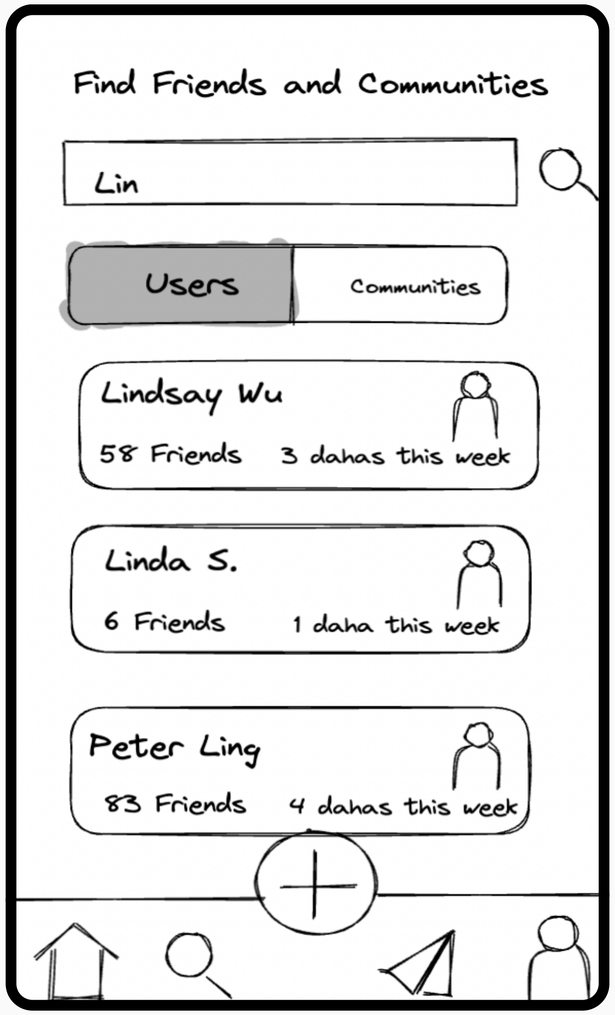
Ava’s Insights



- “feels like venmo”
- Wants to leave review from message tab
- “I would want convenient meeting locations”
- “Don’t want to think, I just want to tap”

New Usability Goal: Flexibility


Find Friends and Communities
Lin
Users
Communities


Find Friends and Communities
Lin
Users
Communities
Lindsay Wu
58 Friends
3 dahas this week
Linda S.
6 Friends
1 daha this week
Peter Ling
83 Friends
4 dahas this week



Luca

senior
lives in Connecticut
originally from los angeles

Simple: 0

Moderate: 0

Complex: 3

Greeter: Olivia Facilitator: Peter Computer: Drew Notetaker: Eli

Luca’s Insights



- struggled with completing complex task
- “seems familiar”
- “notificaitons should really be a key feature in the bottom bar”
- “everyone wants to clear their notifiactions, it’s a no brainer for daha”



Porter

junior
lives in southern california
originally from arlington, va

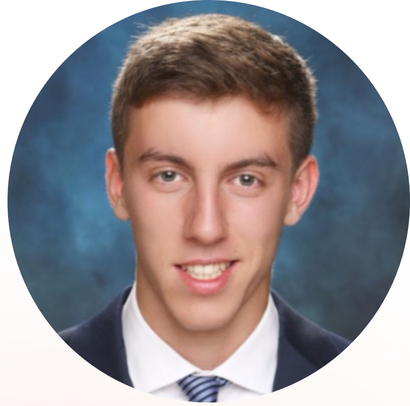
Simple: 0

Moderate: 2

Complex: 0

Greeter: Peter Facilitator: Eli Computer: Drew Notetaker: Olivia

Porter’s Insights



- expected to search for items in search tab
- had trouble finding community
- left review using search tab path
- thought review was “super straight-forward”

Usabililty goal key measurements

Average number of mistakes:
Simple: 0
Moderate: 0.25
Complex: 1.5

Average severity score:
Simple: 0.25
Moderate: 0.75
Complex: 2.25

Implications / Big Picture

🔑 different people have different perspectives, multiple pathways needed for ambigious tasks

🔑 notifications tab needed (past dahas, community interactions, likes, comments, etc.)

🔑 bottom navigation bar needs to be iterated (try different icons / tabs)

Next Steps

- 👣 Add notifications tab
- 👣 More flexibility
- 👣 More screens
- 👣 More usability goals: learnable? memorable? fun?

Thank You

Appendix

Pros & Cons: Mobile App

Pros:

- if (phone) {
  accessible
  }
- Community based
- Get message out immediately/efficiently
- Far and easy reach
- Easy communication
-

Cons:

- No phone?
- Convince people to download?
- Another social media?
- Need wifi/service
- Cyberbullying/ prone to harassment
- More screen time for the kids???????

Pros & Cons: Augmented Reality

Pros:

- Try on clothes before borrowing
- Try on without leaving room
- Different color options
- Time efficient
- **Gamified**

Cons:

- Hard to code
- Realistic renderings?
- Cannot account for size/ fit
- Logistically hard to create
- Privacy issues?

Prototype - speaker guide

My name is ___, thank you for participating today. We're going to run you through a few experiments for our app, daha. daha is for college students to easily borrow clothes from each other.

Here's the (first, second, third) task: (make a post, join a community, write a review for someone you had a daha with). We'd appreciate if you could think out loud while you're completing these tasks.

- great job on completing task! That's what we had in mind when thinking about the task too.
- thanks for your feedback on this task. That's not exactly how we invisioned completing the task, but that's really good for us to know. We're going to iterate and make some usability improvements in the coming weeks so thank you again for your input on this task.

Critical Incidents Log

https://docs.google.com/document/d/1CTsmpasoDwalKpFjsyG1WtLTC8srK4z5TW1FaZhTrss/edit?usp=sharing